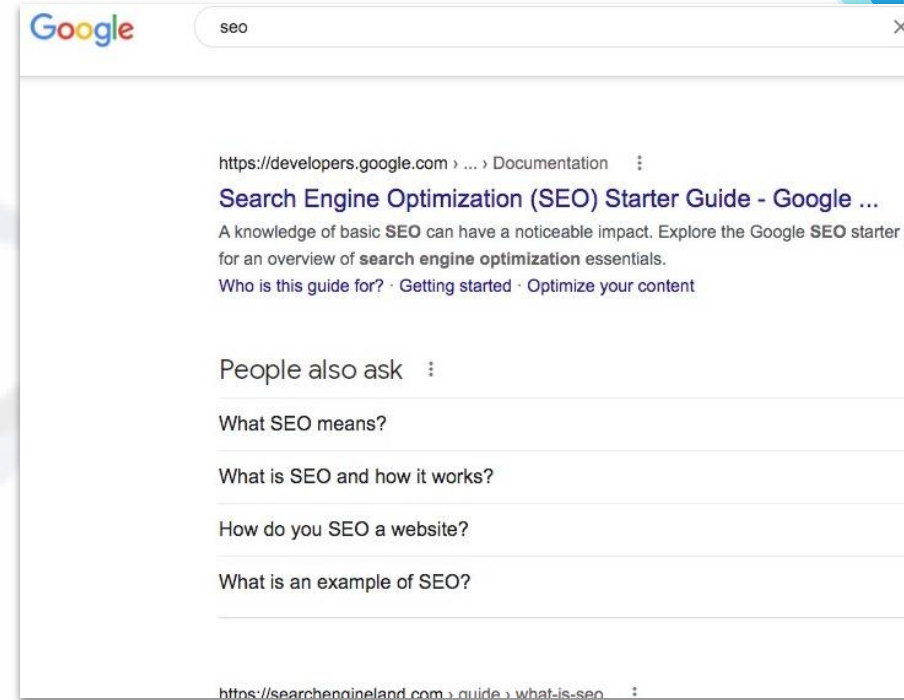

Basics of SEO

<https://www.webtrainings.in>

Visit www.webtrainings.in or Call 9052425444 / 9676525444

SEO

Search Engine Optimization (SEO) is a process of following **search engine guidelines** to rank a website on **top positions** in search results for **specific keywords**.



Why SEO is Important?

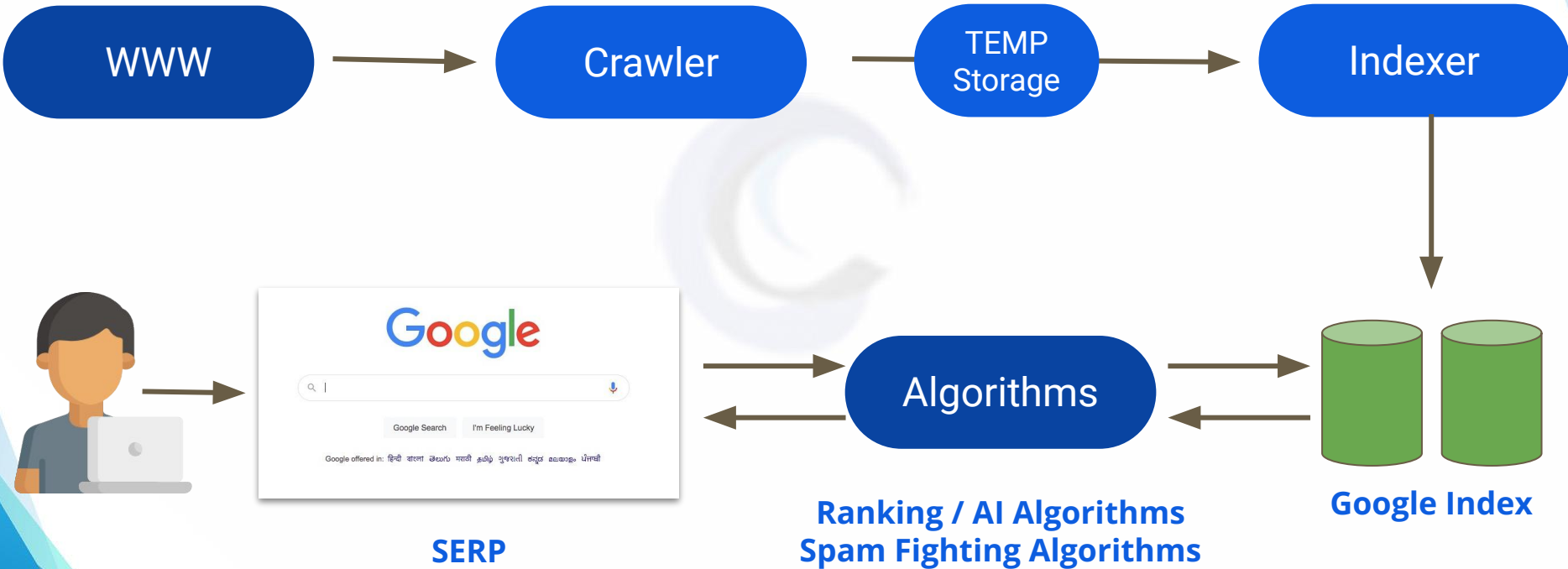
- Helps in building brand awareness
- Better Brand Authority
- Increases website traffic
- Increased Leads/Sales
- Long Term Results

Components of Search Engine

- Crawler
- Indexer
- Ranking Algorithms
- SERP
- Spam Fighting Algorithms



How Search Engine Works



Crawler

- It collects latest data from all websites in Google database.
- Google crawler frequency depends on website updates

Last Crawl Date Operator

- Cache: www.website.com

Indexer

- It scans the data from crawling and categorize and store the data in Google Index.
- As per recent Google notification, not all pages will be crawled/indexed by Google.
- If a page is not indexed by Google, It will never show in Google results.

Indexed Pages Operator

- site: www.website.com

Ranking Algorithms

- Google uses various ranking algorithms to rank page.
- 1st Google algorithm for ranking was **PAGE RANK**
- Page Rank algorithm depends on Links to calculate the importance of a website
- Today Google uses many AI Algorithms along with PR algorithm.

PR Algorithm: <https://en.wikipedia.org/wiki/PageRank>

AI Algorithms

- **RankBrain**
 - Turning a Query to Concept and use User behaviour signals
- **Neural Matching**
 - AI to better connect words with topics
- **BERT** (Bidirectional Encoder Representations from Transformers)
 - It understand the relationship between words and what is user intent.
- **MUM** (Multitask Unified Model)
 - Its used AI and NLP techniques to answer complex queries from variety of content.

Summary

We understand the working process of search engines